Benson & Hedges 100's - 1996 Events Presentation

Agenda

I. Introductions - Group

II. Background - B. Ferrin
- Urban/Ethnic franchise
- Objectives and strategies

III. Concept Presentation - J. Schreiber

IV. Questions/Discussion - Group

Source: https://www.industrydocuments.ucsf.edu/docs/qngm0004

Benson & Hedges 100's - 1996 Events Presentation

Marketing Objective - Grow share among Urban/Ethnic audience

Why?

- Among African-American smokers:
  - Benson & Hedges is the #2 100's brand with a 13.2 share
  - Benson & Hedges is PM's #1 100's brand
- Relative to other 100's brands, Benson & Hedges has a strong African-American skew
- African-Americans represent an increasing percent of Benson & Hedges smokers
- African-American Benson & Hedges smokers are younger than the total franchise

Source: https://www.industrydocuments.ucsf.edu/docs/qngm0004

2040581918

Benson & Hedges 100's - 1996 Events Presentation

Background

How?

- The image evoked from Benson & Hedges is sophisticated and affluent.
- Those who tried it considered it to be a quality product.
- When African-Americans see a musician/sports figure using/wearing something, it becomes acceptable - "me too."
- Virtually no manufacturers are involved in the community. All African-American respondents felt they should be.
- Ideas for involvement include: Local festivals, concerts and fairs.

Source: https://www.industrydocuments.ucsf.edu/docs/qngm0004

2040581919

Benson & Hedges 100's - 1996 Events Presentation

Objectives

- Achieve "Big Brand" presence among Urban/Ethnic smokers
  - Popularity
- Enhance Benson & Hedges' stylish/classy/aspirational image among Urban/Ethnic smokers
- Generate volume of Benson & Hedges
- Generate African-American names for the database

Source: https://www.industrydocuments.ucsf.edu/docs/qngm0004

Benson & Hedges 100's - 1996 Events Presentation

Strategies

- Leverage Benson & Hedges' heritage in music under the "Club Benson & Hedges" umbrella
- Provide purchase incentives
- Survey club patrons

Source: https://www.industrydocuments.ucsf.edu/docs/qngm0004